

This listing of claims will replace all prior versions, and listings, of claims in the application:

**LISTING OF CLAIMS:**

Claim 1 (Currently Amended): A method of doing business on a network comprising:  
providing a user with access to a preferred online store through one or more networks, the online store comprising a seller that has been identified and preselected by the user and having one or more products each with a product description and a price, the product description and price being provided to the user;  
receiving one or more selection requests for said one or more products, one of the products being a selected products product;  
enabling said user to conduct a product purchase transaction for said selected product in a fixed shopping mode directly via a seller's online store or, alternatively enabling said user to dynamic price shop by:  
providing the user with access to one or more bid conditions for the selected product; and receiving a bid request from said user;  
in response to said received bid request, implementing an auction in real-time for generating second bids for the selected product;  
providing the user with one or more second bids for the selected product, each of the second bids originating from one or more other stores that participated in an said auction, the other stores comprising sellers that have been identified and preselected by the user, and each of the second bids conforming to the bid conditions; and  
enabling said user to complete a purchase transaction either from seller's online store or one of said other stores.

Claim 2 (Original): A method, as in claim 1, where the other stores are a set of pre-registered merchants that agree to provide the second bids for the selected product at a checkout time.

Claim 3 (Original): A method, as in claim 1, where the bid conditions include any one or more of the following: a selected product price, a shipping method, a shipping time, a handling method, a product packaging, a set of product delivery instructions, a provision of better deals for bundling two or more products, a recommendation of comparable and/or related products, a provision of customer service programs including express checkout in online stores, wish lists, gift registries, reward programs, discount for certain shopping groups, custom-configurable products, email notification services, services, and products.

Claim 4 (Original): A method, as in claim 1, where one or more of the other stores provide additional product bids.

Claim 5 (Original): A method, as in claim 4, where the additional product bids include any one or more of the following: a replacement product, an up-sell product, a cross-sell product, a combination product to be used with the selected product, an alternative product, and a related product.

Claim 6 (Original): A method, as in claim 1, where one or more of the other stores can re-bid to the user after placing the bid conditions.

**Claim 7 (Previously Presented):** A method, as in claim 1, where one or more of the selected products is organized in a product ontology.

**Claim 8 (Original):** A method, as in claim 7, where the ontology specifies one or more attributes of a service.

**Claim 9 (Original):** A method, as in claim 8, where the service includes any one or more of the following: insurance, training, financing, banking, stock brokerage, real estate sales, car sales, airline tickets, real estate maintenance, professional services, legal services, business management services, medical services, sales, travel, education, entertainment, computer programming, technical design, web page design, home maintenance, repairs, services, and products.

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**Claim 10 (Original):** A method, as in claim 7, where the ontology specifies one or more attributes of a product.

**Claim 11 (Original):** A method, as in claim 10, where the attributes include any one or more of the following: the product name, the product manufacturer, the product model number, one or more product identification numbers including the product UPC (Universal Product Code), the product SKU (Stock Keeping Unit) number, or ISBN in case of books, one or more categories the product belongs to, one or more components of the product and their value, one or more accessories of the product, and one or more product features.

Claim 12 (Original): A method, as in claim 7, where the bid conditions are presented to the user arranged in an order according to one or more of the attributes.

Claim 13 (Original): A method, as in claim 1, where the auction can be any one or more of the following: a standard auction, a parcel bidding, a Dutch auction, a reverse auction, an express auction, a private auction, and a bartering.

Claim 14 (Original): A method, as in claim 1, where one or more of the second bids are arranged in an order.

Claim 15 (Original): A method, as in claim 14, where the order includes any one or more of the following: one or more of the product attributes, a customer satisfaction rating, a price, a delivery, a handling option, a shipping time and cost, and existence of one or more customer programs including express checkout in online stores, wish lists, gift registries, reward programs, discount for certain shopping groups, custom-configurable products, and email notification services.

Claim 16 (Original): A method, as in claim 1, where one or more of the products is a complex product, the complex product comprising more than one component where the components include one or more of the following: a product and a service.

Claim 17 (Original): A method, as in claim 16, where one or more of the components is provided from a different other store and the bid is a joint bid between one or more of the other stores.

Claim 18 (Original): A method, as in claim 1, where one or more of the products includes one or more of the following: is a set of one or more of the other products and a service.

Claim 19 (Original): A method, as in claim 1, where personal information about the user is not disclosed to the other stores.